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6 INSTRUMENTATION AND SOFTWARE FOR THE COLLECTION ANALYSIS, AND INTERPRETATION OF EYE MOVEMENT DATA DURING READING.

10 Rafael/Hirschfeld
George/Bieger

9 Technical Report, 1 Mar 80 - 31 May 81

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20. ABSTRACT (Continue on reverse side if necessary and identify by block number)

Describes a method and apparatus for collecting and interpreting eye movement data, for research on reading pictures as well as text, that is both relatively inexpensive and portable. Lists and describes hardware and software components of a data collection and data analysis system which provides precise information regarding the location, duration, and sequence of eye fixations during the reading of materials that are composed of both text and pictures. Also describes a procedure for collecting eye-movement

20.

data in non-laboratory settings such as classrooms.

Instrumentation and Software for the Collection, Analysis, and Interpretation of Eye Movement Data during Reading

Rafael Hirschfeld and George R. Bieger
Cornell University

Abstract

Describes a method and apparatus for collecting and interpreting eye movement data, for research on reading pictures as well as text, that is both relatively inexpensive and portable. Lists and describes hardware and software components of a data collection and data analysis system which provides precise information regarding the location, duration, and sequence of eye fixations during the reading of materials that are composed of both text and pictures. Also describes a procedure for collecting eye-movement data in non-laboratory settings such as classrooms.

Instrumentation and Software for the Collection, Analysis, and Interpretation of Eye Movement Data during Reading

During the past few years investigators in several domains of cognitive psychology have begun to develop and use techniques for recording the pattern of small eye movements and "fixations" which they use as correlates of mental processes. In particular they have been studying fixation durations as indices of the temporal properties of mental operations, including those mental operations and processes involved in reading (Bouma & deVoogd, 1974; Carpenter & Just, 1972, 1977; Just & Carpenter, 1976a, 1976b, 1980; Lefton, 1978; Loftus, 1975; McConkie, 1976; Rayner, 1975a, 1975b, 1977, 1978; Rayner & McConkie, 1976). Although such techniques have proven valuable, they have been found to have at least two major practical drawbacks limiting their widespread use in reading research. The first obstacle has been the high cost. Eye tracking devices are typically expensive themselves and usually require very costly accessory equipment to be useful. An equipment expenditure in excess of $50,000 is not unusual, but is often prohibitive to many prospective researchers in this field. A second problem is that such equipment is necessarily stationary and requires that all data be collected in the laboratory. This limitation often precludes (or at least makes more difficult) the use of subjects who do not have easy access to the laboratory. Data from these subjects are often useful in those investigations concerned with individual differences in reading. This report describes apparatus and procedures designed to overcome these obstacles while retaining the precision and accuracy necessary for the use of eye movement techniques in reading research.

The development and use of the equipment, software, and procedures described below came about in response to problems encountered while investigating the ways readers use the information contained in materials consisting of pictures and text. Our intent was to manipulate the location of certain kinds of information (e.g. locative or descriptive information) in text or pictures and measure the effects of these manipulations on comprehension. We wanted to know what caused a reader to leave the text to search a picture for additional information and where in the picture they looked for that information. We also wanted to compare reading strategies among diverse categories of readers; for example, beginning and immature versus accomplished readers. These objectives required that we know: (a) where the reader was looking (i.e. the location of the eye fixation), (b) how long he/she attended to that location (i.e. the duration of the fixation), and (c) where he/she looked next (i.e. the sequence of fixations). Also, collecting data from people of various backgrounds, many of whom could not practically come to our laboratory, required a portable data collection system.

Given our budgetary limitations, we attempted to adapt our equipment to meet the specifications of our research. That equipment is described below and our laboratory layout is shown in Figure 1.

Insert Figure 1 about here.

Equipment

1) Gulf and Western Model 106 Eye-trac system (cost $2500) This device uses a differential reflection method of limbus and eyelid tracking, and produces an analog signal proportional to the displacement of the eye. Since it can follow each eye's movements in only one direction, we record horizontal movements from one eye and vertical movements from the other. It is equipped with a chin and temple rest and has been modified to include a head restraint to minimize head movements but allow reasonable comfort. The machine is easily portable and we have bolted it to a base which in turn can be clamped to any table or platform to provide it with stable support.

2) JVC KD-A2 stereo cassette deck (cost $300) We use this to store the output of the Eye-trac system

when we are away from the laboratory and cannot send the signal directly to the computer. In order to record the D.C. signal we have built a detachable modulator/demodulator (see Figure 2).

3) Data Translation DT2762 A/D converter (cost $750)
   This takes the analog signal from the Eye-trac system or the tape deck and converts it to a digital value for computer analysis.

4) PDP-11/03 computer system (cost $4500)
   The computer system includes a dual floppy disk drive, 32K RAM, 4-port serial line interface, line time clock, and CRT terminal. The system accepts data from the analog to digital converter and stores them on floppy disks for subsequent analysis. This analysis will be described more fully in the section on software.

5) Hewlett-Packard 7221B plotter (cost $5000 - optional)
   Although this device is not essential, we have found it extremely useful for displaying eye positions and for setting up maps of the stimuli. The plotter sends the boundaries of all stimulus target regions to a mapping program (using a digitizing sight) and, after data have been collected, plots the eye positions over a larger scale reproduction of the stimulus.

<u>Software</u>

1) MAP - creates a map of target locations in the stimulus (i.e. words or parts of pictures) by acceptng the digitized coordinates of the boundaries of the target areas from the plotter. In configurations without the plotter a modified version of MAP will accept the manually measured coordinates from the keyboard. This information is stored for subsequent comparison to the raw eye movement data gathered by the program ITRAK.
2) ITRAK - gathers data from the eye track machine. Two types of data are collected: the raw eye position data which is sampled at the rate of 60/sec., and calibration data used to map the eye position data onto the stored representation of the stimulus created by MAP. Currently, we ask the subjects to look at the corners of the stimulus card to determine the coordinates of the card boundaries. This information is then used to compute a linear transformation that changes the scale of the raw data to that of the stored stimulus map. We have found, however, that this method presents several problems. First, it is difficult to tell exactly when the subject is looking at a corner of the card. Second, due to nonlinearities inherent in the eye track machine and the analog/digital converter, these coordinates often do not define a rectangle, but rather some bizzare

quadrilateral. In order to remedy the first problem, we are installing a pushbutton switch connected to the external trigger input of the A/D converter. The subject would then push this button when locking at the calibration point to begin conversion. This will provide a more precise value for each calibration point. To overcome the nonlinearity problem, we are developing a more general interpolation algorithm.

3) MATCH - takes the eye movement data (from ITRAK) and determines the target area to which each pair of coordinates is closest. It does this by applying the transformation computed in ITRAK to the converted data and comparing the coordinates to those of the target regions in the stimulus map created by MAP. It then produces a summary listing of these target areas on the terminal, in the order they were scanned, and with the time spent on each.

4) PLOT (Optional) - makes a scaled reproduction of the stimulus and plots the eye movements on this depiction. For ease of interpretation we plot the reproduction of the stimulus in black ink; eye positions are shown in red ink; and a sequence of numerals is plotted in green ink at intervals of 60 eye positions, which corresponds to one second of sampling.

<u>Procedures</u>

1) After turning off the room lights to minimize artifacts, the experimenter calibrates the Eye-trac system for the particular subject.
2) The subject looks at each of the calibration points in succession and the coordinates of each is stored, either on floppy disks via the A-D converter and micro-computer, or on the cassette tape for later conversion and storage on floppy disks.
3) The subject begins reading and the program ITRAK collects eye position data and stores them on a floppy disk. In 'out of laboratory data collection', the subject's eye positions are sent from the eye track device to the cassette tape recorder, and later, in the laboratory, are sent from the tape recorder to the micro-computer using ITRAK. The subject is instructed to look at several 'landmarks' on the stimulus both before beginning and after finishing reading the material. During data analysis the eyes' positions before and after reading, as recorded by the equipment, are compared. If the recorded location for the same landmark has not changed from start to finish, we assume that the eyes' positions as recorded are accurate for the entire sample. If however, there is a substantial difference (Just & Carpenter, 1980 suggest that 0.5

degrees visual angle constitutes a substantial difference) the subject's data are not useable.

4) After the data are collected and stored on floppy disks, the experimenter runs MATCH, which summarizes the location, duration, and sequence of the eyes' positions during reading (see Figure 3).

5) (Optional) The experimenter runs PLOT which reproduces a scaled enlargement of the stimulus and plots the eyes' positions on it. These are represented by points, connected by straight lines which indicate the sequence of fixations (see Figure 4).

Insert Figure 3 about here.

Insert Figure 4 about here.

Data Analysis

The data collected by ITRAK and displayed by MATCH and PLOT is in such a form that it can easily be analyzed to identify the location, duration, and sequence of eye fixations. Figure 3 depicts the output from MATCH and can be used by itself to identify these important variables. The locations identified in Figure 3 represent the defined target area to which a given eye position was closest and the durations are measured in 'ticks' or sixtieths of a second. The order from top to bottom shows the sequence of fixations. The principle disadvantage with using MATCH alone is that the eyes will frequently stop at or near the boundary between two target areas. Because the eyes are never literally 'fixed' (there are small irregular movements called tremors that occur when the eyes appear staionary) this may cause MATCH to show a series of very brief fixations alternating between the two target areas surrounding the point of focus. Such a disadvantage is not necessarily serious if the general location of a fixation is all that is needed, however if more precise information about the eyes' position is required this limitation could be a problem.

The use of the graphics plotter has overcome this limitation. The plotter displays a reproduction of the original stimulus and PLOT draws the eyes' positions over this depiction. Figure 4 shows a sample of the PLOT and graphics plotter output. Note especially that the eyes' positions are indicated with substantial precision. This plotter and the program PLOT, used together with MATCH, allows us to determine the location, duration, and sequence of eye fixations with considerable precision.

The equipment, software, and procedures described above have enabled us to make relatively precise observations of eye behavior during reading without the prohibitively high costs which typically characterize such systems. We are also able to make those observations wherever there is a room capable of being darkened and that has an electrical outlet and a table. We feel that this instrumentation and procedures will provide opportunities for research byinvestigators who do not have the funds to purchase more expensive equipment.

Note: FORTRAN IV source programs, for all of the user written software described in this paper, are available on request by contacting:

Reading Research Group
213 Stone Hall
Cornell University
Ithaca, NY 14853
(607)256-5423 or 256-7706

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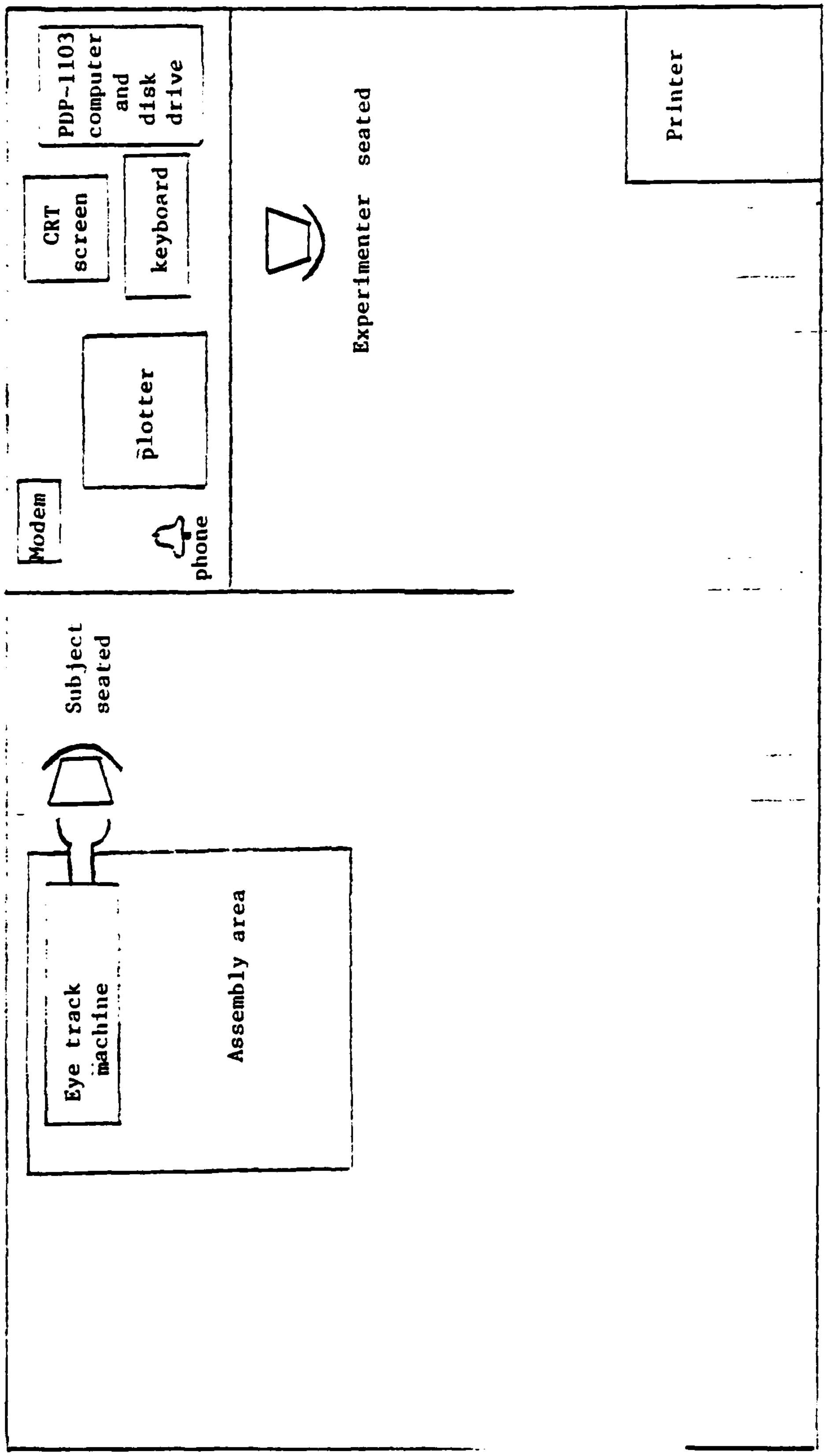


Figure 1. Eye movement laboratory

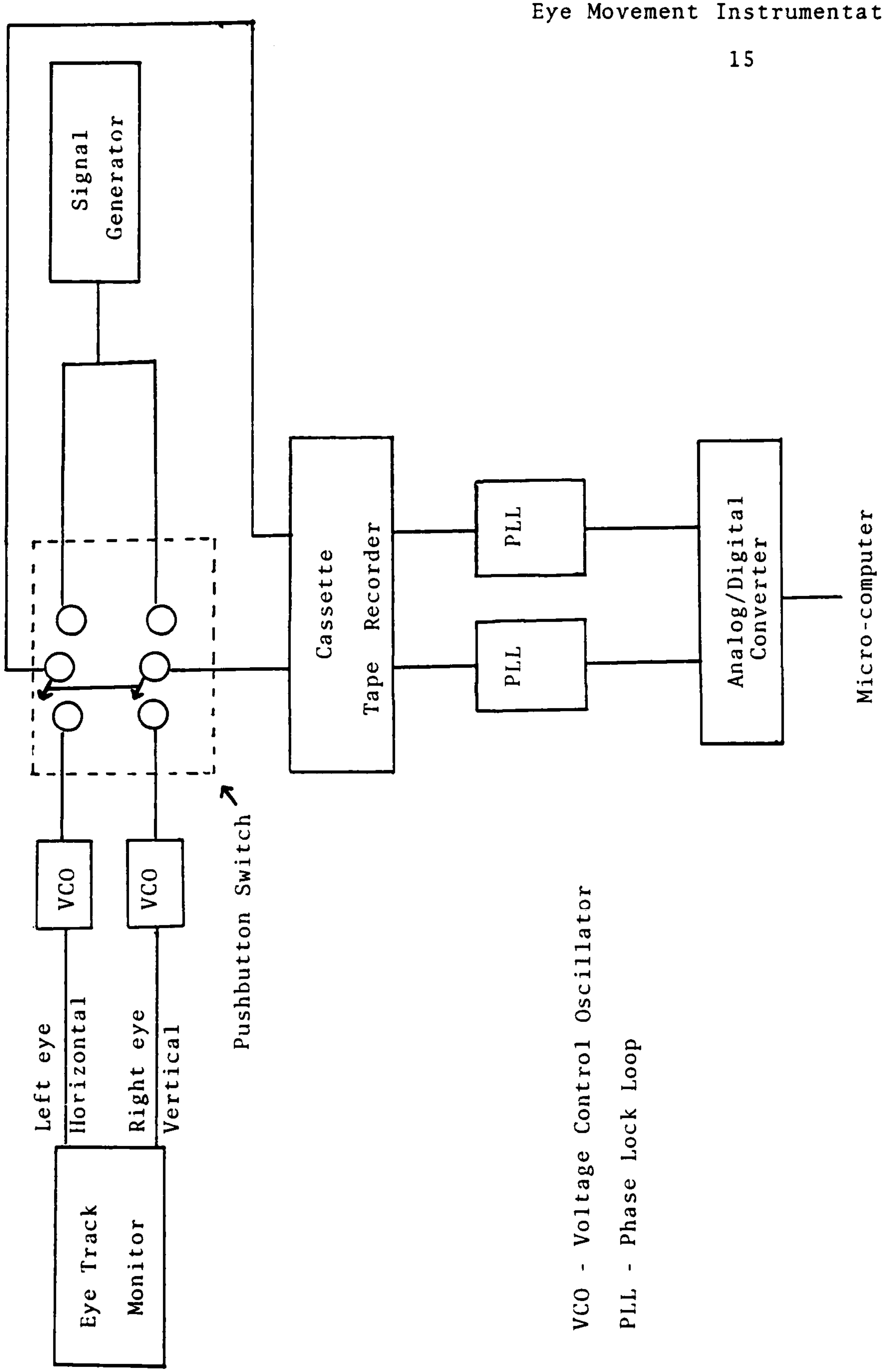


Figure 2. Schematic for modulator/demodulator device.

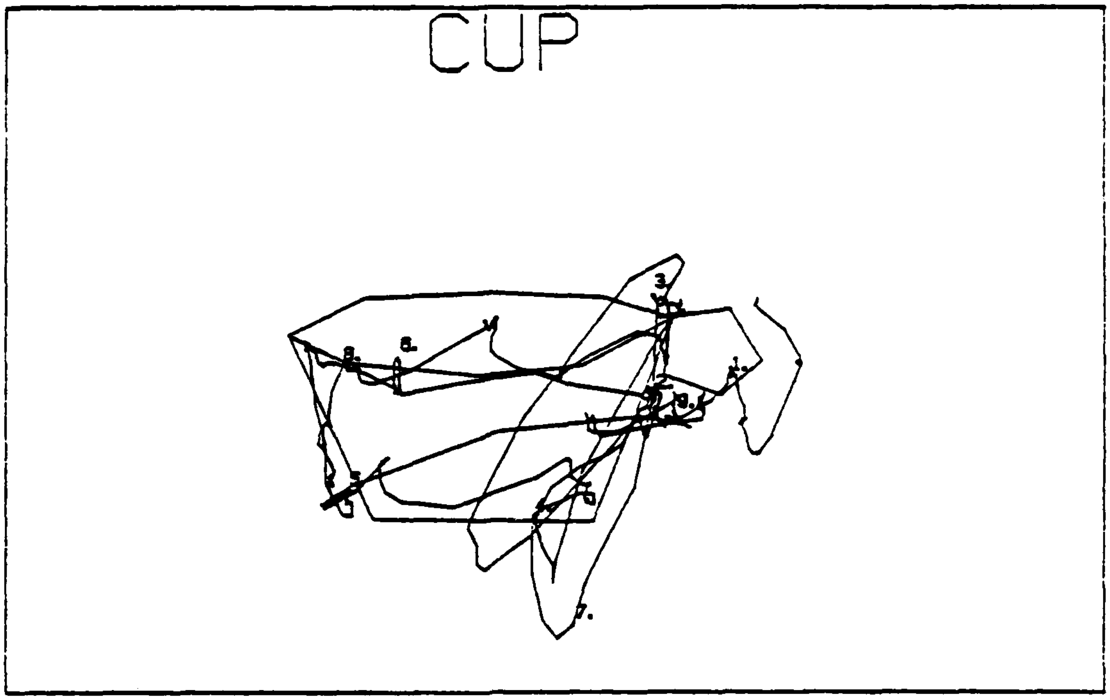
Duration is indicated in "ticks" each of which is 1/60th of a second (16.7 ms)

Location indicates the word to which the eye's focus was closest

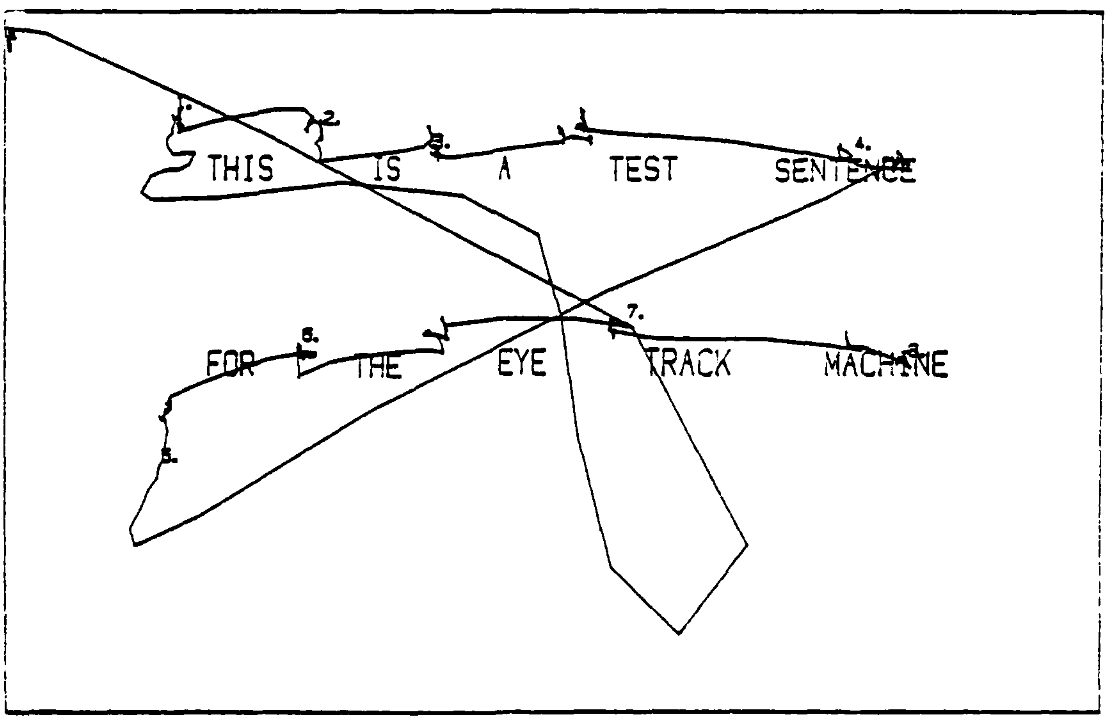
duration	location	
28	THIS	-- cluster of points in the upper left corner, at the beginning
4	TRACK	
4	EYE	
1	IS	-- eye blink
3	FOR	
93	THIS	-- fixations #1 and #2
50	IS	-- #3
2	A	
3	TEST	
5	A	-- fixation between "A" and "TEST"
44	TEST	
53	SENTENCE	-- #4
1	MACHINE	
1	TRACK	-- regressive sweep to beginning of second line
1	THE	
46	FOR	-- fixation above #5
7	THE	
31	FOR	-- #6
37	THE	-- between "THE" and "EYE"
2	EYE	
35	TRACK	-- #7
55	MACHINE	-- #8
1	TRACK	
1	THE	-- movement back toward the top for second reading
2	FOR	

Figure 3. Sample of output from MATCH program.

(To be used with Figure 4b)



(a)



(b)

Figure 4 Samples of output from PLOT program

Navy

1 Meryl S. Baker
NPRDC
Code P309
San Diego, CA 92152

1 Dr. Alvah Bittner
Naval Biodynamics Laboratory
New Orleans, Lousiana 70189

1 Dr. Robert Breaux
Code N-711
NAVTRAEQUIPCEN
Orlando, FL 32813

1 Dr. Richard Elster
Department of Administrative Sciences
Naval Postgraduate School
Monterey, CA 93940

1 DR. PAT FEDERICO
NAVY PERSONNEL R&D CENTER
SAN DIEGO, CA 92152

1 Dr. John Ford
Navy Personnel R&D Center
San Diego, CA 92152

1 Dr. Henry M. Halff
Department of Psychology,C-009
University of California at San Diego
La Jolla, CA 92093

1 LT Steven D. Harris, MSC, USN
Code 6021
Naval Air Development Center
Warminster, Pennsylvania 18974

1 Dr. Jim Hollan
Code 304
Navy Personnel R & D Center
San Diego, CA 92152

1 CDR Charles W. Hutchins
Naval Air Systems Command Hq
AIR-340F
Navy Department
Washington, DC 20361

1 CDR Robert S. Kennedy
Head, Human Performance Sciences
Naval Aerospace Medical Research Lab
Box 29407
New Orleans, LA 70189

1 Dr. Norman J. Kerr
Chief of Naval Technical Training
Naval Air Station Memphis (75)
Millington, TN 38054

1 Dr. William L. Maloy
Principal Civilian Advisor for
Education and Training
Naval Training Command, Code 00A
Pensacola, FL 32508

Navy

1 CAPT Richard L. Martin, USN
Prospective Commanding Officer
USS Carl Vinson (CVN-70)
Newport News Shipbuilding and Drydock Co
Newport News, VA 23607

1 Dr. James McBride
Navy Personnel R&D Center
San Diego, CA 92152

1 Dr William Montague
Navy Personnel R&D Center
San Diego, CA 92152

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Technical Information Office, Code 201
NAVY PERSONNEL R&D CENTER
SAN DIEGO, CA 92152

1 Library, Code P201L
Navy Personnel R&D Center
San Diego, CA 92152

1 Technical Director
Navy Personnel R&D Center
San Diego, CA 92152

6 Commanding Officer
Naval Research Laboratory
Code 2627
Washington, DC 20390

1 Psychologist
ONR Branch Office
Bldg 114, Section D
666 Summer Street
Boston, MA 02210

1 Psychologist
ONR Branch Office
536 S. Clark Street
Chicago, IL 60605

1 Office of Naval Research
Code 437
800 N. Quincy SStreet
Arlington, VA 22217

5 Personnel & Training Research Programs
(Code 458)
Office of Naval Research
Arlington, VA 22217

1 Psychologist
ONR Branch Office
1030 East Green Street
Pasadena, CA 91101

1 Special Asst. for Education and
Training (OP-01E)
Rm. 2705 Arlington Annex
Washington, DC 20370

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Navy

1 Office of the Chief of Naval Operations
Research Development & Studies Branch
(OP-115)
Washington, DC 20350

1 Dr. Donald F. Parker
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University of Michigan
Ann Arbor, MI 48109

1 LT Frank C. Petho, MSC, USN (Ph.D)
Selection and Training Research Division
Human Performance Sciences Dept.
Naval Aerospace Medical Research Laborat
Pensacola, FL 32508

1 Dr. Gary Poock
Operations Research Department
Code 55PK
Naval Postgraduate School
Monterey, CA 93940

1 Roger W. Remington, Ph.D
Code L52
NAMRL
Pensacola, FL 32508

1 Dr. Worth Scanland, Director
Research, Development, Test & Evaluation
N-5
Naval Education and Training Command
NAS, Pensacola, FL 32508

1 Dr. Robert G. Smith
Office of Chief of Naval Operations
OP-987H
Washington, DC 20350

1 Dr. Alfred F. Smode
Training Analysis & Evaluation Group
(TAEG)
Dept. of the Navy
Orlando, FL 32813

1 Dr. Richard Sorensen
Navy Personnel R&D Center
San Diego, CA 92152

1 Roger Weissinger-Baylon
Department of Administrative Sciences
Naval Postgraduate School
Monterey, CA 93940

1 Dr. Robert Wisher
Code 309
Navy Personnel R&D Center
San Diego, CA 92152

1 Mr John H. Wolfe
Code P310
U. S. Navy Personnel Research and
Development Center
San Diego, CA 92152

Army

1 Technical Director
U. S. Army Research Institute for the
Behavioral and Social Sciences
5001 Eisenhower Avenue
Alexandria, VA 22333

1 Dr. Beatrice J. Farr
U. S. Army Research Institute
5001 Eisenhower Avenue
Alexandria, VA 22333

1 Dr. Dexter Fletcher
U.S. Army Research Institute
5001 Eisenhower Avenue
Alexandria,VA 22333

1 DR. FRANK J. HARRIS
U.S. ARMY RESEARCH INSTITUTE
5001 EISENHOWER AVENUE
ALEXANDRIA, VA 22333

1 Dr. Michael Kaplan
U.S. ARMY RESEARCH INSTITUTE
5001 EISENHOWER AVENUE
ALEXANDRIA, VA 22333

1 Dr. Milton S. Katz
Training Technical Area
U.S. Army Research Institute
5001 Eisenhower Avenue
Alexandria, VA 22333

1 Dr. Harold F. O'Neil, Jr.
Attn: PERI-OK
Army Research Institute
5001 Eisenhower Avenue
Alexandria, VA 22333

1 Dr. Robert Sasmor
U. S. Army Research Institute for the
Behavioral and Social Sciences
5001 Eisenhower Avenue
Alexandria, VA 22333

1 Dr. Frederick Steinheiser
Dept. of Navy
Chief of Naval Operations
OP-113
Washington, DC 20350

1 Dr. Joseph Ward
U.S. Army Research Institute
5001 Eisenhower Avenue
Alexandria, VA 22333

Air Force

1 Dr. Earl A. Alluisi
HQ, AFHRL (AFSC)
Brooks AFB, TX 78235

1 Dr. Genevieve Haddad
Program Manager
Life Sciences Directorate
AFOSR
Bolling AFB, DC 20332

1 Dr. Marty Rockway
Technical Director
AFHRL(OT)
Williams AFB, AZ 58224

2 3700 TCHTW/TTGH Stop 32
Sheppard AFB, TX 76311

Marines

1 H. William Greenup
Education Advisor (E031)
Education Center, MCDEC
Quantico, VA 22134

1 Special Assistant for Marine
Corps Matters
Code 100M
Office of Naval Research
800 N. Quincy St.
Arlington, VA 22217

1 DR. A.L. SLAFKOSKY
SCIENTIFIC ADVISOR (CODE RD-1)
HQ, U.S. MARINE CORPS
WASHINGTON, DC 20380

Other DoD

12 Defense Technical Information Center
Cameron Station, Bldg 5
Alexandria, VA 22314
Attn: TC

1 Military Assistant for Training and
Personnel Technology
Office of the Under Secretary of Defense
for Research & Engineering
Room 3D129, The Pentagon
Washington, DC 20301

1 DARPA
1400 Wilson Blvd.
Arlington, VA 22209

Civil Govt

1 Dr. Susan Chipman
Learning and Development
National Institute of Education
1200 19th Street NW
Washington, DC 20208

1 William J. McLaurin
66610 Howie Court
Camp Springs, MD 20031

1 Dr. Arthur Melmed
National Intitute of Education
1200 19th Street NW
Washington, DC 20208

1 Dr. Andrew R. Molnar
Science Education Dev.
and Research
National Science Foundation
Washington, DC 20550

1 Dr. Joseph Psotka
National Institute of Education
1200 19th St. NW
Washington,DC 20208

1 Dr. Frank Withrow
U. S. Office of Education
400 Maryland Ave. SW
Washington, DC 20202

1 Dr. Joseph L. Young, Director
Memory & Cognitive Processes
National Science Foundation
Washington, DC 20550

Non Govt

1 Dr. John R. Anderson
Department of Psychology
Carnegie Mellon University
Pittsburgh, PA 15213

1 Anderson, Thomas H., Ph.D.
Center for the Study of Reading
174 Children's Research Center
51 Gerty Drive
Champiagn, IL 61820

1 Dr. John Annett
Department of Psychology
University of Warwick
Coventry CV4 7AL
ENGLAND

1 1 psychological research unit
Dept. of Defense (Army Office)
Campbell Park Offices
Canberra ACT 2600, Australia

1 Dr. Alan Baddeley
Medical Research Council
Applied Psychology Unit
15 Chaucer Road
Cambridge CB2 2EF
ENGLAND

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Non Govt

1 Dr. Patricia Baggett
Department of Psychology
University of Denver
University Park
Denver, CO 80208

1 Dr. Jonathan Baron
Dept. of Psychology
University of Pennsylvania
3813-15 Walnut St. T-3
Philadlphia, PA 19104

1 Mr Avron Barr
Department of Computer Science
Stanford University
Stanford, CA 94305

1 CDR Robert J. Biersner
Program Manager
Human Performance
Navy Medical R&D Command
Bethesda, MD 20014

1 Liaison Scientists
Office of Naval Research,
Branch Office, London
Box 39 FPO New York 09510

1 Dr. Lyle Bourne
Department of Psychology
University of Colorado
Boulder, CO 80309

1 Col Ray Bowles
800 N. Quincy St.
Room 804
Arlington, VA 22217

1 Dr. John S. Brown
XEROX Palo Alto Research Center
3333 Coyote Road
Palo Alto, CA 94304

1 Dr. Bruce Buchanan
Department of Computer Science
Stanford University
Stanford, CA 94305

1 DR. C. VICTOR BUNDERSON
WICAT INC.
UNIVERSITY PLAZA, SUITE 10
1160 SO. STATE ST.
OREM, UT 84057

1 Dr. Pat Carpenter
Department of Psychology
Carnegie-Mellon University
Pittsburgh, PA 15213

1 Dr. John B. Carroll
Psychometric Lab
Univ. of No. Carolina
Davie Hall 013A
Chapel Hill, NC 27514

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Livingstone House
Livingstone Road
Stratford
London E15 2LJ
ENGLAND

1 Dr. William Chase
Department of Psychology
Carnegie Mellon University
Pittsburgh, PA 15213

1 Dr. Micheline Chi
Learning R & D Center
University of Pittsburgh
3939 O'Hara Street
Pittsburgh, PA 15213

1 Dr. Francois G. Christen
Perceptronics
6271 Variel Avenue
Woodland Hills, CA 91367

1 Dr. William Clancey
Department of Computer Science
Stanford University
Stanford, CA 94305

1 Dr. Allan M. Collins
Bolt Beranek & Newman, Inc.
50 Moulton Street
Cambridge, Ma 02138

1 Dr. Lynn A. Cooper
LRDC
University of Pittsburgh
3939 O'Hara Street
Pittsburgh, PA 15213

1 Dr. Meredith P. Crawford
American Psychological Association
1200 17th Street, N.W.
Washington, DC 20036

1 Dr. Kenneth B. Cross
Anacapa Sciences, Inc.
P.O. Drawer Q
Santa Barbara, CA 93102

1 Dr. Hubert Dreyfus
Department of Philosophy
University of California
Berkely, CA 94720

1 LCOL J. C. Eggenberger
DIRECTORATE OF PERSONNEL APPLIED RESEARC
NATIONAL DEFENCE HQ
101 COLONEL BY DRIVE
OTTAWA, CANADA K1A 0K2

1 ERIC Facility-Acquisitions
4833 Rugby Avenue
Bethesda, MD 20014

Non Govt

1 Dr. Ed Feigenbaum
Department of Computer Science
Stanford University
Stanford, CA 94305

1 Dr. Richard L. Ferguson
The American College Testing Program
P.O. Box 168
Iowa City, IA 52240

1 Mr. Wallace Feurzeig
Bolt Beranek & Newman, Inc.
50 Moulton St.
Cambridge, MA 02138

1 Dr. John R. Frederiksen
Bolt Beranek & Newman
50 Moulton Street
Cambridge, MA 02138

1 Dr. Alinda Friedman
Department of Psychology
University of Alberta
Edmonton, Alberta
CANADA T6G 2E9

1 DR. ROBERT GLASER
LRDC
UNIVERSITY OF PITTSBURGH
3939 O'HARA STREET
PITTSBURGH, PA 15213

1 Dr. Daniel Gopher
Industrial & Management Engineering
Technion-Israel Institute of Technology
Haifa
ISRAEL

1 DR. JAMES G. GREENO
LRDC
UNIVERSITY OF PITTSBURGH
3939 O'HARA STREET
PITTSBURGH, PA 15213

1 Dr. Harold Hawkins
Department of Psychology
University of Oregon
Eugene OR 97403

1 Dr. James R. Hoffman
Department of Psychology
University of Delaware
Newark, DE 19711

1 Dr. Kristina Hooper
Clark Kerr Hall
University of California
Santa Cruz, CA 95060

Non Govt

1 Glenda Greenwald, Ed.
"Human Intelligence Newsletter"
P. O. Box 1163
Birmingham, MI 48012

1 Dr. Earl Hunt
Dept. of Psychology
University of Washington
Seattle, WA 98105

1 Dr. Greg Kearsley
HumRRO
300 N. Washington Street
Alexandria, VA 22314

1 Dr. Steven W. Keele
Dept. of Psychology
University of Oregon
Eugene, OR 97403

1 Dr. Walter Kintsch
Department of Psychology
University of Colorado
Boulder, CO 80302

1 Dr. David Kieras
Department of Psychology
University of Arizona
Tuscon, AZ 85721

1 Dr. Kenneth A. Klivington
Program Officer
Alfred P. Sloan Foundation
630 Fifth Avenue
New York, NY 10111

1 Dr. Stephen Kosslyn
Harvard University
Department of Psychology
33 Kirkland Street
Cambridge, MA 02138

1 Mr. Marlin Kroger
1117 Via Goleta
Palos Verdes Estates, CA 90274

1 Dr. Jill Larkin
Department of Psychology
Carnegie Mellon University
Pittsburgh, PA 15213

1 Dr. Alan Lesgold
Learning R&D Center
University of Pittsburgh
Pittsburgh, PA 15260

1 Dr. Michael Levine
Department of Educational Psychology
210 Education Bldg.
University of Illinois
Champaign, IL 61801

1 Dr. Charles Lewis
Faculteit Sociale Wetenschappen
Rijksuniversiteit Groningen
Oude Boteringestraat 23
9712GC Groningen
Netherlands

Non Govt

1 Dr. Erik McWilliams
Science Education Dev. and Research
National Science Foundation
Washington, DC 20550

1 Dr. Mark Miller
TI Computer Science Lab
C/O 2824 Winterplace Circle
Plano, TX 75075

1 Dr. Allen Munro
Behavioral Technology Laboratories
1845 Elena Ave., Fourth Floor
Redondo Beach, CA 90277

1 Dr. Donald A Norman
Dept. of Psychology C-009
Univ. of California, San Diego
La Jolla, CA 92093

1 Dr. Jesse Orlansky
Institute for Defense Analyses
400 Army Navy Drive
Arlington, VA 22202

1 Dr. Seymour A. Papert
Massachusetts Institute of Technology
Artificial Intelligence Lab
545 Technology Square
Cambridge, MA 02139

1 Dr. James A. Paulson
Portland State University
P.O. Box 751
Portland, OR 97207

1 Dr. James W. Pellegrino
University of California,
Santa Barbara
Dept. of Psychology
Santa Barabara, CA 93106

1 MR. LUIGI PETRULLO
2431 N. EDGEWOOD STREET
ARLINGTON, VA 22207

1 Dr. Martha Polson
Department of Psychology
Campus Box 346
University of Colorado
Boulder, CO 80309

1 DR. PETER POLSON
DEPT. OF PSYCHOLOGY
UNIVERSITY OF COLORADO
BOULDER, CO 80309

1 Dr. Steven E. Poltrock
Department of Psychology
University of Denver
Denver,CO 80208

1 MINRAT M. L. RAUCH
P II 4
BUNDESMINISTERIUM DER VERTEIDIGUNG
POSTFACH 1328
D-53 BONN 1, GERMANY

Non Govt

1 Dr. Fred Reif
SESAME
c/o Physics Department
University of California
Berkely, CA 94720

1 Dr. Andrew M. Rose
American Institutes for Research
1055 Thomas Jefferson St. NW
Washington, DC 20007

1 Dr. Ernst Z. Rothkopf
Bell Laboratories
600 Mountain Avenue
Murray Hill, NJ 07974

1 Dr. David Rumelhart
Center for Human Information Processing
Univ. of California, San Diego
La Jolla, CA 92093

1 DR. WALTER SCHNEIDER
DEPT. OF PSYCHOLOGY
UNIVERSITY OF ILLINOIS
CHAMPAIGN, IL 61820

1 Dr. Alan Schoenfeld
Department of Mathematics
Hamilton College
Clinton, NY 13323

1 DR. ROBERT J. SEIDEL
INSTRUCTIONAL TECHNOLOGY GROUP
HUMRRO
300 N. WASHINGTON ST.
ALEXANDRIA, VA 22314

1 Committee on Cognitive Research
% Dr. Lonnie R. Sherrod
Social Science Research Council
605 Third Avenue
New York, NY 10016

1 Robert S. Siegler
Associate Professor
Carnegie-Mellon University
Department of Psychology
Schenley Park
Pittsburgh, PA 15213

1 Dr. Edward E. Smith
Bolt Beranek & Newman, Inc.
50 Moulton Street
Cambridge, MA 02138

1 Dr. Robert Smith
Department of Computer Science
Rutgers University
New Brunswick, NJ 08903

1 Dr. Richard Snow
School of Education
Stanford University
Stanford, CA 94305

1 Dr. Robert Sternberg
Dept. of Psychology
Yale University
Box 11A, Yale Station
New Haven, CT 06520

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Non Govt

1 DR. ALBERT STEVENS
BOLT BERANEK & NEWMAN, INC.
50 MOULTON STREET
CAMBRIDGE, MA 02138

1 David E. Stone, Ph.D.
Hazeltine Corporation
7680 Old Springhouse Road
McLean, VA 22102

1 DR. PATRICK SUPPES
INSTITUTE FOR MATHEMATICAL STUDIES IN
THE SOCIAL SCIENCES
STANFORD UNIVERSITY
STANFORD, CA 94305

1 Dr. Kikumi Tatsuoka
Computer Based Education Research
Laboratory
252 Engineering Research Laboratory
University of Illinois
Urbana, IL 61801

1 Dr. Douglas Towne
Univ. of So. California
Behavioral Technology Labs
1845 S. Elena Ave.
Redondo Beach, CA 90277

1 Dr. J. Uhlaner
Perceptronics, Inc.
6271 Variel Avenue
Woodland Hills, CA 91364

1 Dr. Phyllis Weaver
Graduate School of Education
Harvard University
200 Larsen Hall, Appian Way
Cambridge, MA 02138

1 Dr. David J. Weiss
N660 Elliott Hall
University of Minnesota
75 E. River Road
Minneapolis, MN 55455

1 DR. GERSHON WELTMAN
PERCEPTRONICS INC.
6271 VARIEL AVE.
WOODLAND HILLS, CA 91367

1 Dr. Keith T. Wescourt
Information Sciences Dept.
The Rand Corporation
1700 Main St.